



Founded 1951

American Name Society *Bulletin*

Number 3 – Fall 2018

In this issue

The ANS 2019 Conferences 1

- Keynote speakers
 - Noted Longfellow Scholar to Deliver Keynote
 - Aaron Hall to Present Keynote at 2019 ANS
- Special Panels:
 - Names, Gender, Sex, and Sexual Orientation
 - Literary Names
 - Names and Tourism
- 2019 ANS Panel at MLA
- Registration

President's Note 4

NAMES: A Journal of Onomastics 4

- From the Journal Editor
- From the Book Editor

ANS 2018 Slate of Nominees for ANS Officers 5

- Vice-President: Ms. Laurel Sutton
- Treasurer: Dr. Sandra Wright
- Member-at-large: Dr. Jan Tent
- Information Officer: Dr. Evgeny Shokhenmayer

ANS News 7

- 2019 ANS New Memberships and Membership Renewals
- ICONN5: Call for Papers

Editor's Message 7

ANS Executive Council for 2018 8

ANS Special Interest Groups On Facebook 9

The American Name Society 2019 Conferences

KEYNOTE SPEAKERS

Noted Longfellow Scholar to Deliver Keynote

Andrew C. Higgins, President of the Henry Wadsworth Longfellow Society, will deliver a keynote presentation at the 2019 ANS Conference. In "From Ulalume to Hiawatha: The Aesthetics of Naming in Poe and Longfellow," Dr. Higgins will compare the different naming strategies utilized by these two American Romantic poets, and the impact their strategies have on the aesthetic experiences of readers.



Andrew C. Higgins

Higgins observes that Poe either invents names or seeks to detach them from their historical and cultural contexts, whereas Longfellow regularly employs non-English names to foster cross-cultural links. Higgins notes, "In both cases, naming plays a central role in the world-building effect that is key to the popularity of these poets. In the case of Poe, naming fosters an alternate reality for readers, an imaginative space within

which readers can retreat. Longfellow's naming practices, on the other hand, have shaped our political geography, as names from *Evangeline* and *The Song of Hiawatha* became widespread place names and cultural touchstones in the United States and in Canada."

Higgins is Associate Professor and Chair of English at SUNY New Paltz. In addition to his work on Longfellow, Dr. Higgins has written on Walt Whitman, Sarah Piatt, Nathaniel Hawthorn, Louisa May Alcott, and Civil War memoirs. His scholarship has appeared in *The Walt Whitman Quarterly Review*, *Resources for American Literary Study*, *Religion and the Arts*, *The Evolutionary Review*, *The Mississippi Quarterly*, and other journals.

Most recently, Higgins has finished a project on the poet Alfred B. Street, a little known Romantic poet from New York who wrote extensively about the natural world and whose work challenges many of our assumptions about the relationship between environmentalism and Romantic literary culture.

Dorothy Dodge Robbins

Aaron Hall to Present Keynote at 2019 ANS

Aaron Hall will present his keynote on "Inconvenient Truths in Brand Naming" at the



2019 ANS Conference in New York City. Hall will discuss some surprising realizations he has learned over 17 years of creating company and product names.

Hall will explore how we place unfounded faith in objectivity when creating and selecting names. Clients often do not know what they want, even when asked. Aaron will share how we can better deliver fresh, arresting names by considering how a name fits within the full brand ecosystem. He will demonstrate how showing clients several unexpected name options can lead to names that make people take notice.

Hall will explore a variety of techniques to adapt the name presentation and selection

process to the way customers eventually interact with names and brands. He'll discuss how objective criteria may even kill great names in the early stages of the process. Finally, Hall will conclude the talk by dispelling common naming myths. As it turns out, research does not pick winners, shorter is not always better, and no one ever "knows it when they see it."

While a name often makes a first impression, it must also work in concert with brand strategy, messaging, and visual identity to create the most impact. Throughout his career, Hall has broadened his branding skills beyond naming to include knowledge of brand architecture, brand strategy and positioning, and brand research.

Currently, Aaron Hall is Group Director of Naming at Siegel+Gale in San Francisco, USA. He has been solving creative and strategic naming challenges in Silicon Valley for 17 years. His clients include Microsoft, Google, Adobe, Wells Fargo, Dolby, Blue Shield, and LeapFrog. He has also worked with more startups than he can count.

Before joining Siegel+Gale, Hall ran the verbal department at Salt Branding. Prior to that, Aaron worked at the naming firms Catchword and Master-McNeil, where he helped create names for every type of industry. Born and raised in California, Aaron calls the Golden State and San Francisco home. He earned a bachelor's degree in Psychology from Harvard University.

Dorothy Dodge Robbins

Special Panel on Names, Naming, Gender, Sex, and Sexual Orientation

Among the many events scheduled for our 2019 annual conference in the Big Apple will be a special thematic panel on "Names, Naming, Gender, Sex, and Sexual Orientation". In 2018, Laurel Sutton and Iman Nick released a call for papers and received submissions from around the world. All proposals were subjected to independent blind review. After the review was completed, the following outstanding proposals were selected for presentation: 1.) "I call myself: assessing gender identity and renaming strategies among Transgender or Gender Nonconforming (TGNC) Adults" by Sharon

Obasi, Richard MocarSKI, Natalie Holt, Debra Hope, and Nathan Woodruff; 2.) “Medicalized Naming Practices and the Pathologization of Intersex Bodies” by Brian King; 3.) “Trans Enough? Nonbinary YouTubers and the Transgender Label” by Al Crowley; 4.) The Notion of Performativity in Identity Construction: What the « mariage pour tous » Changed in the French Lesbian-founded Family with Regard to Name, Address, Filiation and Social Recognition” by Beatrice Fracchiolla; 5.) “Naming Albania’s Sworn Virgins” by Carly Dickerson; and 6.) “The Construction of Asexual and Non-binary Identities on Tumblr Through Naming Practices” by Chloe Brotherton.

Iman Nick

Special Panel on Literary Names

At the January 2019 ANS conference, we will be offering two panels on Literary Names.

Literary Onomastics is a branch of linguistics that asks the following questions: How do texts under analysis make use of onomastics to establish and convey character and/or plot, and how does linguistic analysis bear on the reading of these texts?

Our two panels will explore new avenues of research, examining insights that onomastic analysis brings both to our reading of literature and the understanding of naming as a linguistic and social component of ourselves.

Susan Beherens

Special Panel on Names and Tourism

This panel has a special focus on the study of names in relation to tourism discourses and aims to examine how and why naming practices in tourism may contribute to suggesting distinction, originality, authenticity or even romance. The range of issues at stake is therefore quite broad as it may include linguistic, literary, historical and archeological references in rebranding places to make them more appealing to potential visitors. The presentations will address marketing corporate identity in hotel names; the role patriot celebrations may play in names; and how nicknames may shape the identities of tourist sites.

Luisa Caiazzo

2019 ANS Panel at MLA

The ANS will participate in the 2019 MLA Convention with the panel “Borrowed Names in Literature”. The Convention will take place in Chicago and the ANS Panel is scheduled for the Saturday, 5 January 5:15 pm-6:30 pm (panel number 610).

The panel will consist of three papers: the *Name Games with Survivance* by Richard Mace (Pace University), the *Contextuality of Name Constructs Among the Maragoli of Western Kenya for the period 1690 to 2016* by Nancy Ayodi (Masaai Mara University), and the *Borrowed and Borrowing Names in Translation* by Thomas Patrick Wisniewski (Harvard University). The three papers reflect current trends in the study of Literary Onomastics and evince the inclusive character of the ANS.

Andreas Gavrielatos

2019 ANS Annual Conference: Registration

Here are some recent exciting developments! First, registration is now open for the ANS and the LSA annual meeting in January 2019. In order to attend, you must register for both the ANS and LSA conferences. Hotel reservations (at the Sheraton in NYC) are also available via the LSA, at a reduced rate (using this link <<https://book.passkey.com/event/49768837/owner/15592996/home>>).

Register for the ANS conference through our website!:

<<http://www.americannamesociety.org/conferences/ans-2019-annual-conference-registration/>>

Second, we will begin using a service called MailChimp to send out regular updates via email. Please make sure your email is set up to accept MailChimp emails, as they are sometimes misclassified as spam. Using the service will help us keep you better informed!

Laurel Sutton

President's Note

Dear Colleagues,

In this issue of our newsletter, you will find a great deal of important information about our upcoming annual conference in the Big Apple. Along with in-depth pieces about our



outstanding selection of scheduled guest speakers, this issue also includes descriptions about the many special thematic panels that will be presented at this year's conference. In addition, we have included details about the new system we have implemented for

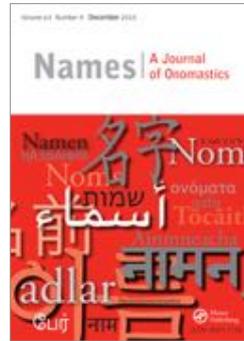
renewing/gaining ANS membership and registering for our annual conference. This important innovation has been designed as a part of our continuing efforts to increase and expand the services that we provide our members. I would like to take this opportunity to express my gratitude and appreciation to our Information Officer who has worked tirelessly to implement this new system. Finally, I would like to draw your attention to the excellent slate of officers that our Nominating Committee has assembled to join our ANS-EC team. As per the ANS Bylaws, this slate of candidates was submitted to the ANS EC for review and was subsequently approved unanimously. Although the slate was already posted on the ANS website, for your convenience, I have included it here as well. The Slate will be open for a vote during the General Business meeting during our annual conference. As we make our final preparations for our New York meeting, please do not hesitate to contact me should you have an issue that you would like to have placed on the General Business Agenda. The deadline for receipt of those agenda requests is December 23, 2018.

Best Wishes,

Iman

NAMES: A Journal of Onomastics

From the Journal Editor



The third issue of *Names* (volume 66, September, 2018) has just been published, and it will be mailed out members of the American Name Society. Here is the Table of Contents.

Editorial Frank Nuessel

Articles

The Namework of Ursula K. Le Guin

Christopher L. Robinson

Tolkien's Phonoprint in Character Names Throughout His Invented Languages

Brad Wilcox, Bruce L. Brown, Wendy Baker-Smemoe, Timothy G. Morrison

Offspring Rivers of the United States

Michael D. Sublett

Minority Language Place-Names: A Practice-Oriented Study of the Establishment of the South Sami Kraapohke in Swedish Lapland

Lars-Eric Edlund

Rethinking Corpus Christi

Rosamond C. Rodman

The Influence of Choice Feminism on Women's and Men's Attitudes Towards Name Changing at Marriage: An Analysis of Online Comments on UK Social Media

Eleanor Peters

Place Names and Enregistered Identity of Michigan's Upper Peninsula

Michael Adams

Reviews

Edward Callary, Place Names of Wisconsin

Thomas J. Gasque

Marc Picard, *Dictionary of Americanized French-Canadian Names: Onomastics and Genealogy*

André Lapierre

Mavis Himes, *Uncovering the Mystery of What We Are Called*

Candace Caraco

John Wright, *The Naming of the Shrew: A Curious History of Latin Names*

Alice Crosetto

Frank Nuessel

From the Book Editor

Thanks to the work of many reviewers, we are able to bring a wide variety of titles to the attention of *Names* readers. Upcoming reviews include works on place names, names in literature, names theory, and more. Among books currently on the shelf are *Philosophical Approaches to Proper Names* (Peter Lang, 2016) and *The Geography of Names: Indigenous to Post-foundational* (Routledge, 2017).

If you are interested in these works or have titles to suggest, please contact Chris De Vinne at <cdevinne@ursuline.edu>.

Chris De Vinne

ANS 2018 Slate of Nominees for ANS Officers

Vice President: Ms. Laurel Sutton (Catchword Branding)

Laurel is the founder and CEO of Catchword branding, an onomastic firm that develops product and company names for enterprises ranging from Fortune 100 to VC-backed Silicon Valley start-ups. She became a namer while in the PhD Linguistics program at UC Berkeley.

She helps to run the LSA's Special Interest Group, Linguistics Beyond Academia. She is computer literate and very familiar with Wordpress, HTML, and social media platforms.



Ms. Laurel Sutton

An active member of the ANS, she has published her onomastic research in *NAMES*, presented at ANS conferences, and has co-organized several special panels with ANS President Nick: "Onomastics Beyond Academia" and "Sex, Gender, and Names". Since being elected serve as the ANS Information Officer, she has made tremendous contributions to modernize ANS operations. She has significantly expanded the communications capacities of the ANS website; coordinated and supervised the development and implementation of the new online registration and subscription portal of the ANS website; and helped to strengthen the presence of the ANS in social media via daily news postings, answering inquiries from the general public, and responding to calls from journalists on names in the news. She has also been integral in designing, implementing, and coordinating the new Special Interest Group activities via Facebook.

Treasurer: Dr. Sandra K. Wright (California State University, USA)

Sandra is a Professor of Linguistics at California State University, Chico, and the Associate Chair of the Department of English. Her most recent research focuses on binomial name pairs, names in professional contexts, titles of address, and the biases associated with different address forms in English.



Dr. Sandra K. Wright

As long-time member of the ANS and ANS-EC, she has served as a Member-at-Large and was unanimously elected to the position of Treasurer to succeed Dr. Michael Mc Goff, after he stepped down in the Winter of 2018. Since then, she has facilitated the establishment of a new business bank account for the Society; assisted in the smooth transfer of the Society's financial records; and advised in the development of a new system of payment for membership journal subscriptions, membership renewals, and membership dues. She has also supervised the timely payment of the few expenses our Society has incurred in the academic year 2018-2019.

Member-at-large: Dr. Jan Tent (Macquarie University Sydney, AUSTRALIA)

Jan is an internationally recognized expert in toponymy.



Dr. Jan Tent

The author of nearly 100 academic publications and a regular media consultant on place naming in Australia and New Zealand, he is also a

reviewer for *World Englishes*, the *Australian Journal of Linguistics*; and is the Director of the Australian National Placenames Survey. In addition to these duties outside of the ANS, Jan also has an excellent record of service within the ANS. Aside from his editorial duties for NAMES, he has chaired the Emerging Scholar Award Committee; made regular contributions to the news items segment of the new ANS website; served as an abstract reviewer for the annual ANS conference; co-organized a special issue of NAMES; and is an active member of the NAMES Editorial Board.

Information Officer: Dr. Evgeny Shokhenmayer (e-onomastics.blogspot.com)

Evgeny is the Assistant Secretary and Web Officer for the International Council of Onomastic Sciences (ICOS).



Dr. Evgeny Shokhenmayer

In addition, he is the brainchild and the manager of one of the most popular internet sites for name studies, e-onomastics. Within the American Name Society, Evgeny has used his knowledge of onomastics and website design as our elected Facebook Coordinator for the ANS SIG on Place Names. Within this capacity, he has published hundreds of posts which have included photos, videos, and links on issues of toponymic interest. Through his energetic media presence, the SIG group has grown to reach more than 50 members.

ANS News

2019 ANS New Memberships and Membership Renewals

Starting in 2019, membership registration and payment for the ANS will be handled directly at our website, rather than at the Taylor & Francis website. Renewals will also be handled through our website. We hope that this change will improve our members' experience, and make it easy for new members to join.

We will be sending out more detailed instructions as the new year draws closer.

Laurel Sutton

ICONN5: Call for Papers

Multiculturalism is a more and more prominent topic in contemporary international public space, whether one considers it in relation to politics, religion, ethnicity or culture. In what onomastics is concerned, multiculturalism appears in all its subfields. In toponymy, for instance, in multi-ethnic areas there are names with etymologies from different languages; when analysed in diachrony, these names testify to the history and geography of the places in question.



In anthroponymy, the multicultural element is associated with religion, ethnic belonging and the onomastic fashion of a certain age. In ergonymy, multiculturalism mirrors the configuration of the present-day world, in which globalisation determines the existence of an increasingly diverse landscape, as regards names of companies, brands and products.

The webpage link is:

<<https://onomasticafelecan.ro/iconn5/en/index.php>>

Oliviu Felecan

Editor's Message

Dear ANS Members,

Our upcoming annual conference in New York is drawing near. This means that many of us will have a chance to spend some fruitful time together, which is always a real treat! What's more, we'll do so in a stimulating setting thanks to the outstanding lineup of keynote speakers; the intriguing panels that dot the program; and, last but not least, the multifaceted range of topics that will be presented during our conference. This newsletter provides just a taste, though, of all the great things to come! In our next issue, we will provide information about further conference related events, such as our beloved Name of the Year—to mention just one—and the final version of the program.



Needless to say, any further news you would like to share with our lively community cannot but make our winter issue more enjoyable!

Types of submissions that would be particularly appreciated include articles, photos, interviews, reviews, calls for papers, comments, stories, and reports on onomastic events. Please send your material **by December 18, 2018**.

In closing, I would like to express my gratitude to you all for your generous support and suggestions. I would also like to thank our President Iman Nick and our Vice President Dorothy Dodge Robbins for their pieces, their excellent editing, and their helpful comments!

My warmest greetings to all of you from a pretty cold Potenza!

Luisa Caiazzo

ANS Executive Council for 2018

ANS Officers

Dr. Iman Nick
President
Germanic Society for Forensic
Linguistics (GERMANY)
mavi.yaz@web.de



Dr. Dorothy Dodge Robbins
Vice President
Louisiana Tech University (USA)
[drobbins@latech.edu](mailto:d Robbins@latech.edu)



Dr. Luisa Caiazzo
Secretary
University of Basilicata (ITALY)
luisa.caiazzo@unibas.it



Dr. Cleveland Evans
Coordinator of the *Name of the
Year* Election
Bellevue University (USA)
cleveland.evans@bellevue.edu



Dr. Andreas Gavrielatos
Allied Conference Coordinator
University of Edinburgh
(SCOTLAND)
a.gavrielatos@reading.ac.uk



Dr. Sandra Wright
Treasurer
California State University,
Chico (USA)
skwright@csuchico.edu



Dr. Frank Nuessel
Editor of *NAMES: A Journal of
Onomastics*
University of Louisville (USA)
frank.nuessel@louisville.edu



Dr. Christine De Vinne
Book Editor of *NAMES: A Journal
of Onomastics*
Ursuline College (USA)
cdevinne@ursuline.edu



Dr. David Robertson
Membership Officer
Shoalwater Bay Indian Tribe
(USA)
spokaneivy@gmail.com



Ms. Laurel Sutton
Information Officer
Catchword Branding (USA)
laurelasutton@gmail.com

Members at Large

Dr. Jan Tent
Macquarie University
(AUSTRALIA): 2016-2018
jan.tent@mq.edu.au



Mr. Jason Chen
University of Florida (USA):
2017-2019
smallg11@yahoo.com.tw



Dr. Marco Syrayama De Pinto
Independent Researcher,
(BRAZIL): (2018-2020)
depintouk@yahoo.com

ANS Special Interest Groups

On Facebook

Coordinators



LITERARY NAMES

Dr. Susan Behrens

Marymount Manhattan College
(USA)

sbehrens@mmm.edu



PERSONAL NAMES

Maryann Parada

California State University (USA)

maryannparada@gmail.com



PLACE NAMES

Dr. Evgeny Shokhenmayer

Independent Researcher,
(GERMANY)

shokhenmayer@gmail.com



TRADE NAMES

Dr. Mirko Casagrande

University of Calabria (ITALY)

mirko.casagrande@unical.it

American Name Society *Bulletin*